

DIY Book Publicity Tips

Episode 136

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Hello, business owners. Today we are talking about DIY publicity. Now the caveat here is that I certainly do recommend hiring this piece of the puzzle out if possible, if you can outsource PR and publicity, I encourage you to do so. But I also understand that that is not in the cards for everyone. So let's talk about three things that you can do if you are not in a position or interested in outsourcing PR and publicity. Number one, let's make sure that that media kit on your site is absolutely as comprehensive as possible. The goal with the media kit is to make it as easy as possible for someone to say yes. Or to get what they need to make it easy for you know, once a yes happens, logistically to make it happen. So you want to have everything in one place. Your book elevator pitch, your book cover art, your books, main topics, your as the author short bio, your long bio, photos, different sizes and dimensions, your book elevator pitch questions a journalist might ask you if they're interviewing you for something, basically, any materials that the media might want all in one place. Do not forget about your book metadata here, the title, the subtitle, the ISBN, the price, the category, some places are going to be interested in that some places are not, but you want to make sure basically anything that they might have to come back to you and say, Hey, Jodie, we'd really like to interview you, but could you send your whatever, make sure that they don't have to come back to you for that, make sure that anything that they might need is in that media kit, it can live on your website, you can also have you know, a copy a PDF that you email out, when you're pitching, which leads me into number two, you have to do outreach, right. We don't have those years of connections that PR people and publicists and publicity agencies have built up, we don't have those relationships, we don't have that network, we have to do outreach. So that means pitching. Whatever you decide is a good goal for you just make sure you're doing it. Some people want to pitch, one pitch a week, maybe it's four pitches a week, maybe it's 10 pitches a month, whatever, however you decide you can make this work for you. You have to be pitching, you know, media outlets, podcasts, blogs, etc. A book is a visibility tool, it is only a visibility tool, if you are using it as such. So just like on social media, no one knows about your book, if you haven't talked about it, or in the world, I guess not just on social media, you have to be pitching the book have to I mean, that's just the bottom line. And then third tip is to use one of those services like Haro Help a Reporter Out or prof net, I use harrow every day. Yes, you can get a lot of emails. But if you there are some good things in there if you just weed them out, right. So this is for, you know, if you want media mentions, this is great for the as CNN section of your website, and media kit. This is great

for authority and credibility building. So basically, the way it works, if you're not familiar is you know, people put in a request journalists who are working on, you know, a story about XYZ. And if you have expertise in that area, you respond to that and say, Hey, this is my experience, I would love to talk to you about this, and then they interview you. And sometimes you'll get quoted in you know, an article, a white paper or a blog, post a book, whatever it is that they're working on. So there can be a lot to go through with these services. But there are gems in there if you just are willing to take you know the time and effort to sift through them. So and this could be a great task that you could outsource to a virtual assistant, for example, you know, to pass along the relevant hair requests for you. And then one like final bonus tip, if I may, is that to remember that the press release is not dead. Press releases look a lot different than they did you know 15 years ago, you're not sending out like fax blasts like you might have back then. But especially for certain industries, press releases are absolutely alive and well, especially my understanding is forgetting local media. And as we all know, that's a lot of times how things start, right? Local media can then lead to more regional opportunities, which can then lead to like a national opportunity or the international opportunity. But a lot of times it does start local, local magazines, newspapers, publications are always looking to feature a local story. So they might feature you even not necessarily the book, you know, local author, Penn's new book, something like that. So just another way to sort of get the word out there. So that's my bonus tip for you is to remember, you know, press releases, easy, easy way to, you know, get the ball rolling there. So, again, I do recommend outsourcing this, if you can, at least some piece of it just because again, publicists and PR people, this is their zone of genius. This is not necessarily our zone of genius. This is what their business is while we're spending time running our own businesses. So it is a valuable area of the process to outsource if possible, but I absolutely understand that that is not the case. For everyone. That budget is not there for everyone. And honestly some people really enjoy this piece of the book journey of the you know, the right publisher market umbrella, they do enjoy this piece of it. So figure out what's going to work for you. And if you are DIY in this piece of the puzzle, hopefully is these three tips helped you very much. Thanks for listening to today's episode of the right published market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of your soul journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab